



KGW
1501 SW Jefferson
Portland, OR 97201

Shorr Johnson Magnus
1831 Chestnut Street
Philadelphia, PA 19103-3713

Contract # 864765

Schedule Dates 10/30/12-11/05/12
Advertiser Jay Inslee for Governor (39459)
Agency Shorr Johnson Magnus (8543)
Product Political - State Governor (1177)
Brand JAY INSLEE FOR GOV (173558)
Salesperson Norten, Matthew (3149)
Sales Office HRP - Washington DC
Buyer Name D'ETTORE,MIKE
Phone/Fax (206) 533-0575 /
CPE N/A
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments JAY INSLEE FOR GOV
JAY INSLEE FOR GOVERNOR,

Date Entered 10/29/12
Last Modified 10/29/12
Entered By Jacob Thom
CO-OP No
Headline # 06399345
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,598.75
Net Total \$14,726.25
Sales Tax

Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Nov. 2012	23	\$17,325.00
Grand Total:	23	\$17,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	6:58A- 9A (PT)	4		X	X	X	X			4	\$725.00	\$2,900.00	Portland (KGW) (KGW)	TODAY SHOW	10/29/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	6:58A- 9A (PT)		1							1	\$725.00	\$725.00	Portland (KGW) (KGW)	TODAY SHOW	10/29/12
3.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	5:57A- 6:58A (PT)	4		X	X	X	X			4	\$700.00	\$2,800.00	Portland (KGW) (KGW)	6AM NEWS	10/29/12
4.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	5:57A- 6:58A (PT)		1							1	\$700.00	\$700.00	Portland (KGW) (KGW)	6AM NEWS	10/29/12
5.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	4:57P- 5:30P (PT)	4		X	X	X	X			4	\$900.00	\$3,600.00	Portland (KGW) (KGW)	5PM NEWS	10/29/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	4:57P- 5:30P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)	5PM NEWS	10/29/12
7.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	10:59P- 11:29P (PT)							1		1	\$600.00	\$600.00	Portland (KGW) (KGW)	SAT NEWS	10/29/12
8.0	Normal Line / SPOT	10/30/12-11/02/12	2	:30	10:59P- 11:34P (PT)	4		X	X	X	X			4	\$900.00	\$3,600.00	Portland (KGW) (KGW)	11PM NEWS	10/29/12
9.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	10:59P- 11:34P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)	11PM NEWS	10/29/12
10.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	5:58A- 8A (PT)							1		1	\$300.00	\$300.00	Portland (KGW) (KGW)	SAT AM	10/29/12
11.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	5:58A- 8:58A (PT)								1	1	\$300.00	\$300.00	Portland (KGW) (KGW)	SUN AM	10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: